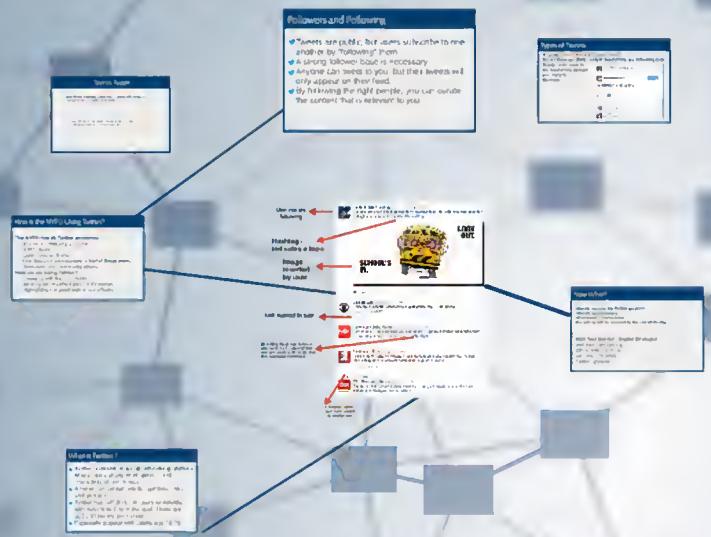


Twitter 101

September 8, 2014 DCSI

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What is Twitter ?

- Twitter is an online social networking platform where users share information in 140 characters of text or less.
- A tweet can contain words, symbols, links and pictures.
- Twitter has 645,000,000 users worldwide, with New York City in the lead. There are 350,000 tweets per minute.
- Especially popular with adults age 18-29.

How is the NYPD Using Twitter?

The NYPD has 26 Twitter accounts:

- 20 Precinct/Housing accounts.
- NYPD News.
- Commissioner Bratton.
- First Deputy Commissioner, Chief of Department, Detectives and Community Affairs.

How are we using Twitter?

- Engaging with the community.
- Sending out important public information.
- Highlighting the good work of our officers.

Text vs. Tweet

Beautiful day in Brooklyn! Happy to be cycling with friends from Transportation Alternatives in BedStuy.

Beautiful day in #Brooklyn! Happy to be #cycling with friends from @TransAlt in #BedStuy.

Followers and Following

- Twitter icon Tweets are public, but users subscribe to one another by "following" them.
- Twitter icon A strong follower base is necessary.
- Twitter icon Anyone can tweet to you, but their tweets will only appear on their feed.
- Twitter icon By following the right people, you can curate the content that is relevant to you.

user you are following



#shtag - indicates a topic



Image inserted by user



inserted by user



the @ sign before a I am "tagging" that erting him or her that een mentioned



SCHOOL'S IN.



LOOK OUT.

Expand



CBS News @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting
cbsn.ws/1xmdj0S

Expand



New York Daily News @NYDailyNews · 28m

Say cheese: The next time you see an @NYPDnews officer, he or she may be wearing a body camera. nvdn.us/1o6By9J

View



New York Post @nypost · 29m

"This is how Marie Antoinette would have lived if she had money." A look inside Joan Rivers' opulent penthouse: nyp.st/1oNOrVI

View summary



Retweeted by CNN

CNN Breaking News @cnnbrk · 33m

The issue that forced a plane carrying military contractors to land in Iran appears to be resolved. cnn.it/1pUaikv

Expand

User you are following



Hashtag - indicates a topic

NYPD 112th Precinct @NYPD112Pct · 28m

Schools are open and that means #BacktoSchoolNYC Motorists must stop for red lights on a school bus #RedMeansStop!

Image inserted by user

SCHOOL'S IN.



LOOK OUT.

 Expand



CBS News @CBSNews · 28m

Democratic senator condemns investigation into IRS targeting
cbsn.ws/1xmdj0S

 Expand



New York Daily News @NYDailyNews · 28m

Say cheese: The next time you see an @NYPDnews officer, he or she may

Link inserted by user

indicates a topic

Image inserted by user



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Expand

A Retweet is when a user shares content by another user.

By adding the @ sign before a user name, I am "tagging" that user and alerting him or her that they have been mentioned



Link inserted by user

cbsn.ws/1xmdj0S

Expand



New York Daily News NYDailyNews · 28m

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[Expand](#)

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Now What?

How do I access my Twitter account?

How do I get followers?

What should I tweet about?

Everything will be covered by the end of the day...

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